

# LinkedIn

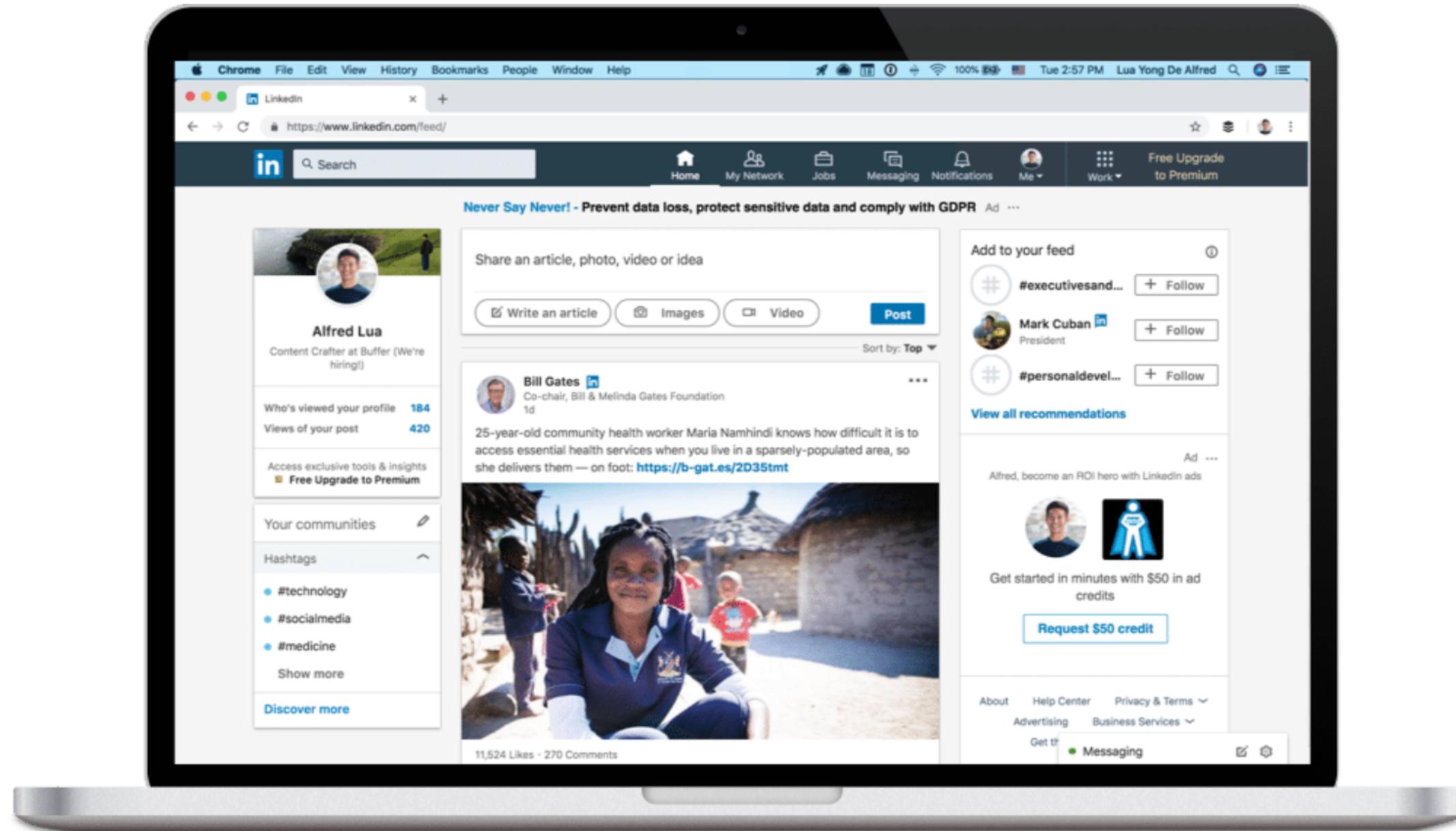
Aya Kamal



# Outline

- Quick review on facebook and Instagram
- LinkedIn Lead Generation
- Email marketing
- Sms Campaign

## 15. LinkedIn – 294 million MAUs



- [LinkedIn](#) is now more than just a resume and job search site. It has [evolved into a professional social media site](#) where industry experts share content, network with one another, and build their personal brand. It has also become a place for businesses to establish their thought leadership and authority in their industry and attract talent to their company.

- LinkedIn also offers [advertising opportunities](#), such as boosting your content, sending personalized ads to LinkedIn inboxes, and displaying ads by the side of the site.

# LinkedIn

- Mainly B2B Platform
- Job Opportunities



**IDEA GROUP EGYPT**
Admin view

Page
Content Suggestions
Analytics ▾
Activity

### Analytics

Last 30 day activity

|                              |       |
|------------------------------|-------|
| <b>3</b>                     | ● 0%  |
| Unique visitors              |       |
| <b>1</b>                     | ● 0%  |
| New followers                |       |
| <b>4</b>                     | ▼ 33% |
| Post impressions             |       |
| <a href="#">Start a post</a> |       |
| <b>0</b>                     | ● 0%  |
| Custom button clicks         |       |

**Start a post**

## Updates

Filter by: Page updates ▾

Get more impressions by promoting your post
[Boost](#)

Posted by Ahmed Samy • 5/17/2019
...

**IDEA GROUP EGYPT**  
 6 followers  
 6mo •

احنا فى بداية سنة جديدة  
لااازم يبقى عند استراتيجية تسويق كاملة لمشروعك او منتجك  
...see more! فى خطواط هتشوف حاجات كتير تحسن وضعك مكنتش شيفها قبل كدا

[See translation](#)



Learning



Insights



Post a job



Advertise



Groups



ProFinder



Salary



Slideshare

## LinkedIn business services

### Talent Solutions

Find, attract and recruit talent

### Sales Solutions

Unlock sales opportunities

### Post a job

Get your job in front of quality candidates

### Marketing Solutions

Acquire customers and grow your business

### Learning Solutions

Develop talent across your organization

Create a Company Page +





**Safari** File Edit View History Bookmarks Window Help

Wed Nov 20 10 49 38 PM

linkedin.com

LinkedIn Ca... LinkedIn Ca... (15) IDEA G... LinkedIn Ca... G 33 - CDM LinkedIn Lea... Free Privacy... Mobile Mark...

**in** CAMPAIGN MANAGER

**Accounts** **Campaigns** **Ads**

Idea Ad Account X 0 total campaigns 0 total ads

Create account

Account Name

Search by account name

1 selected account

☒ **Idea Ad Account**  
Account ID: 50357892

☐ **CCR's Ad Account**  
Account ID: 50347591

**Create account**

Account name ⓘ

Aya's Ad Account 84

Currency ⓘ

United States of America, Dollar (USD) ▼

Associate a LinkedIn Page with your account (optional) ⓘ

Enter an existing name / URL

[Create new LinkedIn Page +](#)

Cancel Save

✓ Your ad has been saved successfully.

Help Center Certified Partners Privacy & Terms

LinkedIn LinkedIn Corporation © 2019



CAMPAIGN PERFORMANCEWEBSITE DEMOGRAPHICSACCOUNT ASSETS

Create Campaign

Accounts

Idea Ad Account

Campaign Groups

1 total campaign group

Campaigns

1 total campaign

Ads

1 total ad

Create campaignPerformance ChartDemographicsExport

Search by name, campaign ID, or type

Columns: PerformanceBreakdownTime range: 10/22/2019 - 11/20/2019

|                          | Campaign Name                                                       | Status | Spent  | Key Results | Cost Per Result | Impressions | Clicks | Average CT |
|--------------------------|---------------------------------------------------------------------|--------|--------|-------------|-----------------|-------------|--------|------------|
| <input type="checkbox"/> | 1 campaign                                                          | -      | \$0.00 | -           | -               | 0           | 0      | -          |
| <input type="checkbox"/> | Lead generation - Nov 20, 2019<br>ID: 156991293 · Sponsored Content | Draft  | \$0.00 | 0 Leads     | -               | 0           | 0      | -          |

1

Show 15 per page

- Insight Tag
- Conversions
- Matched Audiences
- Block Lists
- Lead Gen Forms
- Asset History



CAMPAIGN PERFORMANCE

WEBSITE DEMOGRAPHICS

ACCOUNT ASSETS ▼

Create Campaign

## Accounts

Idea Ad Account X

## Campaign Groups

1 total campaign group

## Campaigns

1 total campaign

## Ads

1 total ad

Create campaign

Performance Chart

Demographics

Set Status ▼

Export

Search by name, campaign ID, or type

Filters ▼

Columns: Performance ▼

Breakdown ▼

Time range: 10/22/2019 - 11/20/2019 ▼

Campaign Name ↕

Status ↕

Spent ↕

Key Results ↕

Cost Per Result ↕

Impressions ↕

Clicks ↕

Average CTR ↕



1 campaign

-

\$0.00

-

-

0

0

-



Lead generation - Nov 20, 2019

ID: 156991293 · Sponsored  
Content

Draft

\$0.00

0  
Leads

-

0

0

-

1

Show 15 per page ▲



Forecasted Results ⓘ

⚙️

Target audience size

950,000+

Show segments

1-day

7-day

30-day

ⓘ

30-day spend

\$850.00 - \$1,800.00

30-day impressions

57,000 - 230,000

CTR

0.25% - 0.56%

30-day leads

Key Result

49 - 180

30-day clicks

280 - 1,300



## Ad format

Choose your ad format



Single image ad



Carousel image ad



Video ad



Message ad



Default Campaign Group  
**Lead generation - Nov 20, 2019**

New Campaign

- Step 1  
Set up Campaign
- Objective selection
  - Audience
  - Ad format
  - Placement
  - Budget & Schedule**
  - Conversion Tracking

Step 2  
Set up Ads

Step 3  
Review & Launch **NEW**

Back to account

The LinkedIn Audience Network is not currently available for the objective or ad format you selected.

**Budget & Schedule**

**Budget**

Set a daily budget

**Daily Budget**

\$50.00

Actual daily spend may be up to 20% higher

**Schedule**

☒ Run campaign continuously from a start date

**Start date**

11/20/2019

Your campaign will start at 12:00AM UTC on your start date.

☐ Set a start and end date

**Bidding**

Automated bid

Recommendation: Use automated bidding to get more leads for your budget.

Optimization goal: we deliver your ads to the people most likely to submit a LinkedIn lead gen form.

**Forecasted Results**

Target audience size  
**7,200+**

Show segments

1-day 7-day **30-day**

30-day spend  
**\$520.00 - \$1,800.00**

30-day impressions  
**9,100 - 37,000**

CTR  
**0.27% - 0.58%**

30-day leads **Key Result**  
**7 - 25**

30-day clicks  
**47 - 220**

Forecasted results are estimates and do not guarantee actual performance. [Learn more](#)

Is this information helpful? **Yes No**

Conversion tracking (optional)

Ads in this campaign ⚙️

Create new ad

Browse existing content

Search

FEED IMAGE ADS ?

What's Your  
Marketing  
Strategy?



احنا فى بداية سنة جديدة لالا ازم يبقى عند استراتيجية تسويق كاملة لمشروعك او منت  
جك اكتب كل حاجة فى خطوات هتشوف حاجات كتير تحسن وضعك مكنتش شيفها  
Swot قبل كدا ١- ادرس وضع السوق ٢- ادرس وضع مشروعك من السوق ٣- اعمل  
٤- حط اهداف واضحة و قسمة على السنة (شهر او ربع سنة او نص سنة) ٥ Analysis  
- حط استراتيجية و ادوات للوصول للاهداف ٦- شوف العائد المادى ونسبة المصاريف  
من تلك العائد ٧- هدف مادى واضح لسنة ٢٠١٩ ٨- اهم من كل دا وضع قواعد واضح  
ة للعاملين على المشروع للوصول الى الاهداف المذكورة فى خطة التسويق او الاسترات  
تعملهولك كامل و تسلمه IDEA GROUP چية لو معندكش وقت سيب الكلام دا على  
#marketing #marketingagency #Digital Marketing

Draft

...

lead generation

< Previous

1

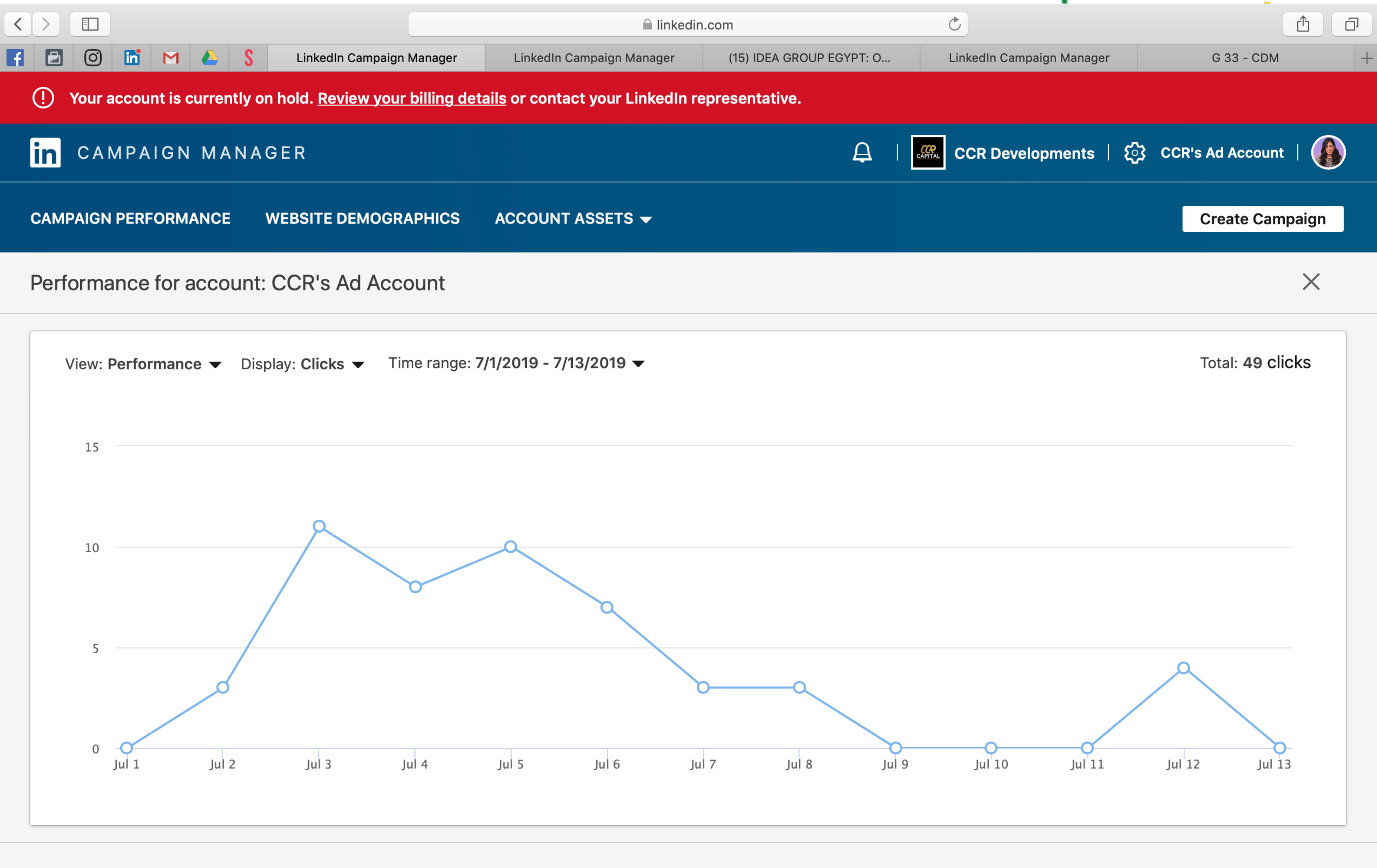
Next >

Previous

Back to account

Save and exit

Next





Demographics metrics are approximate to protect member privacy. [Learn More](#)



**DM Arts**  
academy



linkedin.com

LinkedIn Campaign Manager

LinkedIn Campaign Manager

(15) IDEA GROUP EGYPT: O...

LinkedIn Campaign Manager

G 33 - CDM

in

CAMPAIGN MANAGER

Accounts

CCR's Ad Account X

Campaigns

3 total campaigns

Ads

6 total ads

Create account

Performance Chart

Demographics

Filters (1)

Time range: 10/22/2019 - 11/20/2019

Export

| Account Name                                                                                                | Company Name                                                                                                                                                        | Status  | Created Date | Spent  | Total Budget | Campaigns |
|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|--------|--------------|-----------|
| <div><input type="checkbox"/></div> <div>1 selected account</div>                                           | <div><input type="checkbox"/></div> <div>1 selected company</div>                                                                                                   | -       | -            | -      | -            | -         |
| <div><input checked="" type="checkbox"/></div> <div>CCR's Ad Account</div> <div>Account ID: 503475916</div> | <div></div> <div>CCR Developments</div> <div>Real Estate</div>                   | On hold | 6/28/2019    | \$0.00 | -            | 3         |
| <div><input type="checkbox"/></div> <div>Idea Ad Account</div> <div>Account ID: 503578927</div>             | <div></div> <div>IDEA GROUP EGYPT</div> <div>Marketing &amp; Advertising</div> | On hold | 11/20/2019   | \$0.00 | -            | 0         |

1

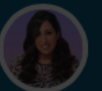
Help Center

Certified Partners

Privacy & Terms

LinkedIn

LinkedIn Corporation © 2019



CAMPAIGN PERFORMANCE

WEBSITE DEMOGRAPHICS

ACCOUNT ASSETS ▾

Create Campaign

Accounts

Idea Ad Account ✕

Campaign Groups

1 total campaign group

Campaigns

1 total campaign

Ads

1 total ad

Create campaign

Per

Export

Search by name, campaign ID, or

range: 10/22/2019 - 11/20/2019 ▾

Campaign Name ↕



1 campaign



Lead generation - Nov 2

ID: 156991293 · Sponsored  
Content

## Export CSV Report



Report Type

- ✓ Select an option
- Campaign Performance
- Ad Performance
- Audience network campaign performance
- Audience network ad performance
- Demographics
- Conversion performance
- Conversion ad performance
- Click-by-click ad performance

Export



# Email-Marketing



**DM Arts**  
academy

# To Send Bulk Email Campaign

1. Create Account on Zoho Form:

-[www.zoho.com](http://www.zoho.com)

-Zoho Form

-Create Account and Start to Create your Form with your Project Data , Client's Info Questions.



## Create a New Form

Create From

☒ Blank Form

☐ Form Templates

Form Name

Description (Optional)

Create

Cancel

Idea Group\*

Save

**BASIC FIELDS**

|                 |               |
|-----------------|---------------|
| Single Line     | Multi Line    |
| Number          | Decimal       |
| Name            | Address       |
| Phone           | Email         |
| Date            | Time          |
| Dropdown        | Radio         |
| Multiple Choice | Checkbox      |
| Decision Box    | Date-Time     |
| Website         | Currency      |
| File Upload     | Image Upload  |
| Section         | Page Break    |
| Payment         | Matrix Choice |
| Zoho CRM        |               |

**ADVANCED FIELDS**

**Project Description**

**Name**

First

Last

**Phone**

**Email**

**Needed Unit?**

First Choice

Second Choice

Third Choice

\* Please do not collect password or CVV using Zoho Forms. [Click here](#) to read more.

**PROPERTIES**

**Field Label**

Project Description

**Instructions**

**Field Size**

Small

Medium

Large

**Initial Value**

**Range**

0

65535

Characters

Min

Max

Format

☐ Show character count

**Validation**

☐ Mandatory

**Visibility**

☐ Hide Field

Idea Group

Share Options

- Public Link
- Specific Users
- All Users

Embed Options

- iframe Source
- JavaScript Code
- Popup Dialog
- QR Code
- Download HTML

- Website Builders

Tracking Options

- UTM Tracking

Email Campaigns

MailChimp

Share your Zoho Forms via MailChimp.



Send Form

Distribute forms to multiple mailing lists using MailChimp.

## 2. Create account on mail Chimp

Free Tool For basic business needs to send bulk emails





## Campaign Info

Name Your Campaign:\*

Idea Group Services

Email:\*

aya@ideagroupeggypt.com

From Name:\*

Aya Kamal

Reply to Email Address:\*

info@ideagroupeggypt.com

Recipient Name:

JEAN-JACQUES.FRADET@LAFARGE.COM FRANCO

BACK

NEXT



# Campaigns

Create Campaign

## Idea group

Your audience has **1** contacts. **1** of these are subscribers.

List View

Calendar View

Beta

### View by Status

 All

 Ongoing

 Draft

 Completed

### View by Type

 Emails

 Find a campaign by name or type

Sort by

Last updated ▾

You can also search by [all audiences](#).

This Week (2)



Aya Elsayed Kamal

Regular

Draft

Edit



Edited Wed, November 20th 7:44 PM by you



Idea Group Services

Draft

Edit



Feedback



Aya Elsayed Kamal

[Give Feedback](#)

[Template](#) ▾

[Preview](#) ▾

[Help](#)

[Continue](#)

# Showcase your products.



Add a photo here.

## Feature the star of your collection first.

To get started, replace the image above with a striking product photo to catch people's attention.

Then, describe what makes your product unique, useful, or gift-worthy. Be sure to highlight the main features, and let people know where it's available.

[Start Shopping](#)

<https://us4.admin.mailchimp.com/campaigns/wizard/neapolitan?id=5619507#>

Content

Design

Comments

Drag any of the blocks below into the campaign preview on the left. Go ahead, try dragging a text block to the top of your campaign.

[Skip these messages](#)



Text



Boxed Text



Divider



Image



Image Group



Image Card



Image + Caption



Social Share



Social Follow

# Thank You